

Study Recruitment Advertisements

What constitutes an advertisement for research?

Anything that potential study participants will see or hear that introduces the study to them. This includes but is not limited to Flyers, Posters, Emails, Postings to any social media site (facebook, Craigslist, twitter, etc), WSU Strategic Communications, radio or TV commercials, announcements made in classes, and phone scripts.

What should be included in an advertisement?

- The name and address of the clinical investigator and/or research facility; Must use WSU Email Address for contact information.
- The condition under study and/or the purpose of the research;
- In summary form, the criteria that will be used to determine eligibility for the study;
- A brief list of participation benefits, if any (e.g., a no-cost health examination);
- The time or other commitment required of the subjects; and
- The location of the research and the person or office to contact for further information.

Please be aware of the following:

- Compensation information can be noted but should not be emphasized in any way (no bold or bigger font, etc)
- Should not use catchy words like “free” or “exciting”
- Should be clear that this is RESEARCH
- Should not be misleading about the purpose of the study